

Wyoming Office of Tourism

Diane Shober, Executive Director







Pre-COVID19 Media Strategy

PAID CHANNELS

\$5.6 MILLION MARKETING BUDGET

+

OVER 600 MILLION IMPRESSIONS THROUGHOUT MEDIA CHANNELS

ONLINE



Programmatic Display +
Video, Trip Advisor, High
Impact units: Teads &
Omnivirt

TV



Spot market TV in
Dallas & Minneapolis,
National connected TV
(Hulu, Sling, Amazon,
OutsideTV)

PRINT



*Midwest Living, National
Geographic, Real Simple, Sunset
Magazine, Pioneer Woman,
Travel + Leisure, Parents,
Health, Shape, Woman's Day,
Uncommon Path*

INTERNATIONAL



Discover America
website and
Inspiration Guide,
BrandUSA Canada West

OOH



Billboards,
Transit





Economic Reality

Leisure & Hospitality Sector – **28.4%** job loss June 2020 (-10,500 jobs)

Leisure & Hospitality Sector – **35.2%** S&U Tax

Lodging Performance:

		2019	2020	Δ
Occupancy	April	46%	22%	-52%
	May	61%	31%	-49%
Rev Par	April	\$37.57	\$15.31	-59%
	May	\$62.47	\$23.51	-62%

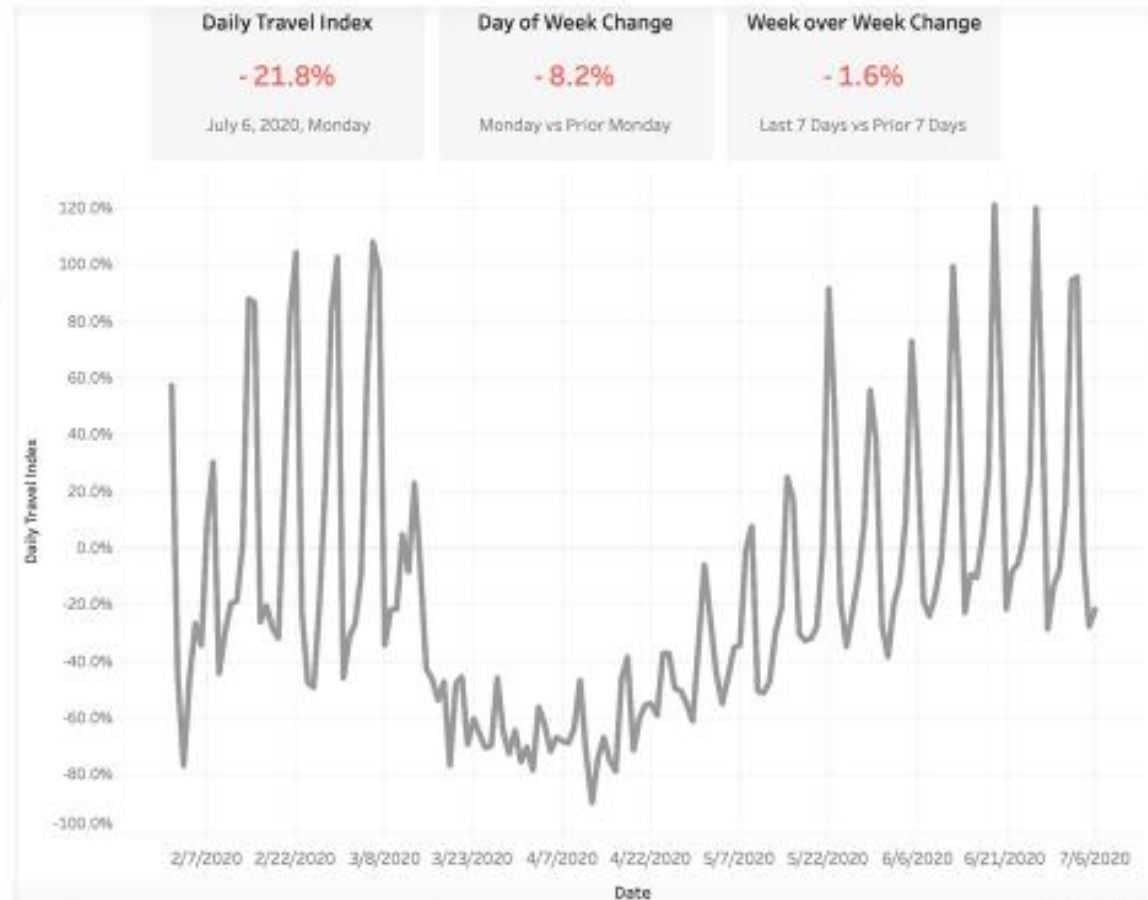


Optimism



ARRIVALIST US DAILY TRAVEL INDEX

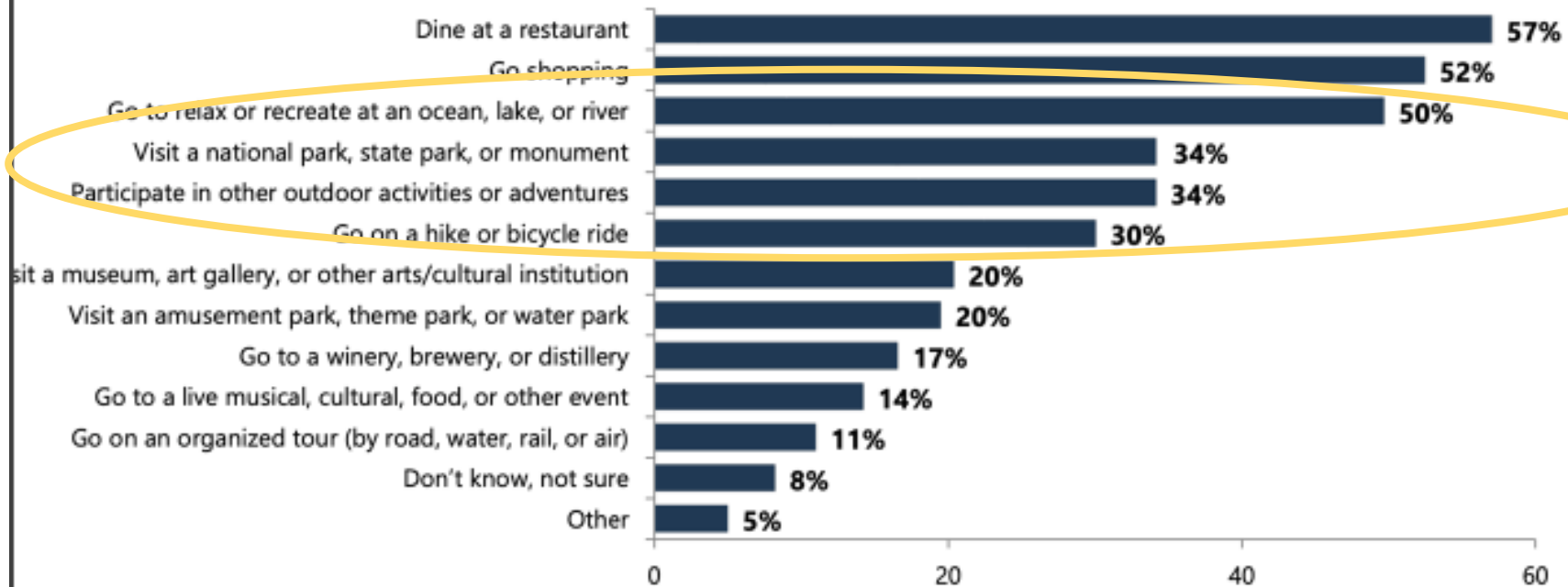
- Trends heading up
- Daily Travel Index higher now than right before COVID





Wheelhouse

Activities Travelers Plan to Participate in During Their Summer Travels



Travel Sentiment Study Wave 13

Longwoods INTERNATIONAL | miles PARTNERSHIP





	Rebound	Recovery	"Normal"
Trigger	Cases stabilizing/decreasing Stay at Home Orders lifted for adjacent states	Stay at Home Orders lifted for majority of US No Travel Advisories Travel Happening – Flights, Bookings, Hotel Occupancy	Travel Happening at relatively pre-COVID19 levels
Estimated Timing	June 2020	July 2020-Sept 2020	TBD – Possibly Summer 2021
Budget	50% \$1.1MM	50% \$1.1MM	TBD
What Defines This Phase	Start with most efficient intent-based media types	Expand to additional targeted digital tactics	Addition of tactics higher in the funnel for awareness
Markets	Drive Market: Denver, Salt Lake City, Billings, Bozeman, Rapid City, Sioux Falls, Omaha	Drive Market +Dallas and Minneapolis from original plan	Additional fly markets or resume national
Media Types	Paid Search Paid Social Programmatic – Display, Native and Online Video	+Connected TV and/or Digital Audio +Site Specific +Limited Broadcast +Limited OOH	Same Media Types Scale Up
Audience Targeting	Solely intent-based	Adjusted core audiences New opportunity audiences	Core audiences
Degree of Flexibility	High	Medium – Depends on media type	Low





Road Trip Overview

WOT Budget: \$800K; \$200K per Road Trip route

Funding: WOT to cover 100% of media expenses
Partners can opt-in to additional social media activity if desired

Timing: Priority: Rebound phase June-July
Secondary: Recovery phase July-September

Geography: Broadly, 14 to 15-hour drive radius around the state

Partners: Open to all current WOT in-state partners

Creative: Leveraging existing assets

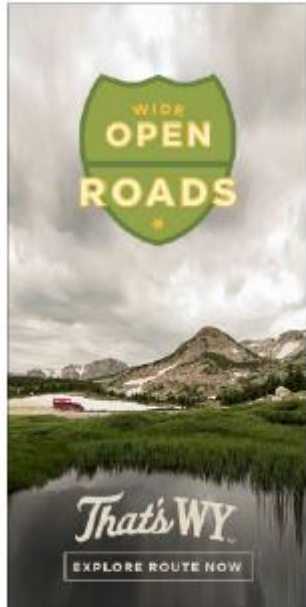
Media: Flexible placement and adaptable details





Digital

General Messaging



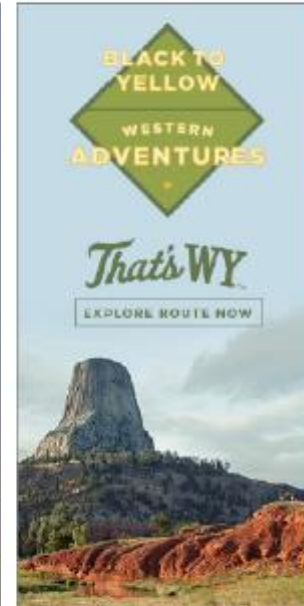
Salt to Stone



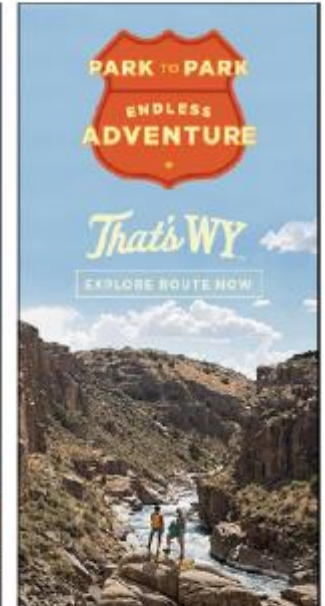
Rockies to Tetons



Black to Yellow




Park to Park

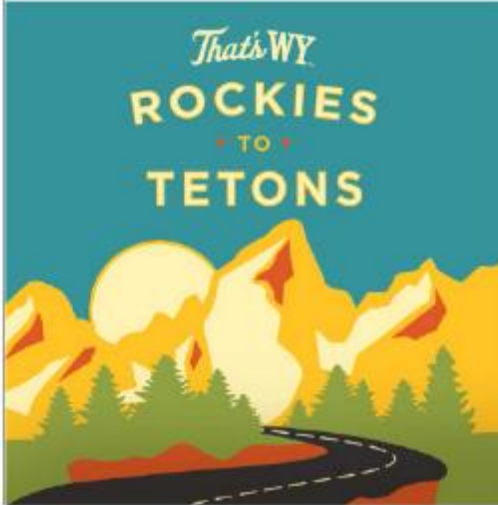




Social

 Wyoming Office of Tourism
Page · 404K like this · Travel Company

You can finally feel free to feel free. Curb your cabin fever with a trip that stirs the soul. Start with an epic adventure along the Rockies to Tetons route. #That'sWY #RockiesToTetons




TRAVELWYOMING.COM
Start Planning Your Rockies To Tetons Trip

 Wyoming Office of Tourism
Page · 404K like this · Travel Company


The Park To Park route. Where two national parks book-end endless hidden gems. Embrace a trip that lets you feel truly, fully alive again. #That'sWY #ParkToPark



TRAVELWYOMING.COM
Start Planning Your Road Trip

 Wyoming Office of Tourism
Page · 404K like this · Travel Company

The wide open road is calling and there's no better place to be wild and free. Plan a road trip through Wyoming's small towns and epic landscapes and collect stickers along the way. #That'sWY





TRAVELWYOMING.COM
Start Planning Your Road Trip






Landing Pages

[NATIONAL PARKS & MONUMENTS](#)[THINGS TO DO](#)[EVENTS & TRIP IDEAS](#)[PLAN YOUR TRIP](#)[Q](#)



BLACK TO YELLOW ITINERARY



Wyoming
SOUTH DAKOTA
NEBRASKA

Latitude: 41.883333 Longitude: -110.366667

[OPEN MAP IN NEW WINDOW]







Route Distance:
400 Miles

Suggested Time:
5 Days

[VIEW ALL ITINERARIES](#)

DISCOVER DEVILS TOWER & WESTERN CHARM.

Stories of the American West echo throughout the Black to Yellow region, home to kaleidoscopic landscapes and iconic sights. During your journey from northeast Wyoming's Black Hills to Yellowstone, discover geologic marvels, dense evergreen forests and sprawling prairies. Step into the past to meet larger-than-life characters like Buffalo Bill Cody, and find out what life was like in Wyoming during different periods in history.

[FREE VACATION GUIDE](#)[EMAIL SIGN UP](#)

URL: <https://travelwyoming.com/itinerary/black-to-yellow/>





Paid Social Co-Op


**Wyoming Office of Tourism with Carbon County, WY Visitors Council** ...
Sponsored · 🌐

While on your epic journey through Wyoming, be sure to plan a stop in spacious Carbon County. The scenic drive to Saratoga should be at the top of your list. Prepare for pampering at the Hobo Hot Springs, shop and dine in downtown Saratoga and fish in the Platte Valley for Wyoming's blue ribbon trout. Make your monumental trip through Wyoming surprising and authentic with a stop in Carbon County. #RockiestoTetonsWY

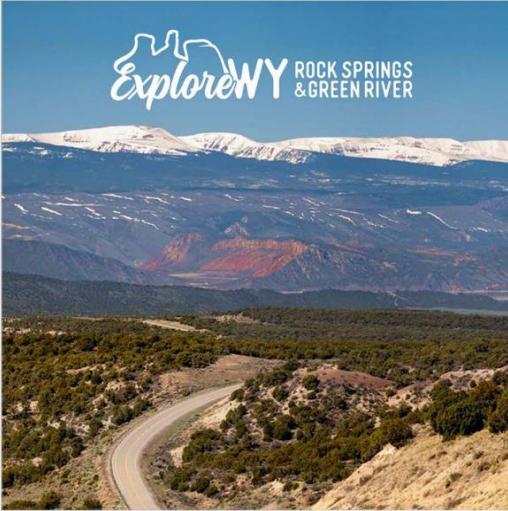


WYOMINGCARBONCOUNTY.COM
Plan a Visit to Carbon County [Learn More](#)




 Like  Comment  Share

**Wyoming Office of Tourism with Sweetwater County Travel & Tourism** ...
Sponsored · 🌐

While on your great western vacation through Wyoming, be sure to plan a stop in Sweetwater County. Explore the natural kaleidoscopic hues of the Flaming Gorge National Recreation Area and enjoy boating, fishing and kayaking through the rock formations. Make your monumental trip through Wyoming surprising and authentic with a stop in Sweetwater County. #SalttoStoneWY



TOURWYOMING.COM/FLAMING-GORGE-TOUR
Plan a Visit to Sweetwater County [Learn More](#)

 Like  Comment  Share

**Wyoming Office of Tourism with Wyoming's Wind River Country** ...
Sponsored · 🌐

While on your epic journey through Wyoming, be sure to plan a stop in spacious Wind River Country. From the panoramic vistas deep in the heart of the Wind River Mountains to the wide-open spaces of Wyoming's only Indian Reservation, Wind River Country is known for its unique landscapes, events and people. Go beyond Yellowstone and discover them on one of their unique self-driving tours. #WindRiverCountry #RockiestoTetonsWY



WINDRIVER.ORG/EXPERIENCE/DRIVING-TOURS
Plan Your Driving Tour Through Wind River Country [Learn More](#)

 Like  Comment  Share





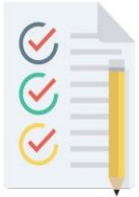
Wyoming Road Trip Coop Partner Extension Plan





Co-Op Extension

GOALS OF COOP



Add more
summer
marketing
opportunities
for partners



Dovetail from
current WOT
Road Trip
marketing



Expand overall
brand awareness
through unified
campaign
creative



Amplify
partners'
messages and
align creative
production
with state
branding



Utilize state
and local
media
entities as
much as
possible



Boost
tourism and
spending
within the
state of
Wyoming



PACKAGE OPTIONS


Packages provide partners with a framework of the best channels for their budgets. Because some partners will only have budget or interest in specific channels, we have broken down a la carte options for flexibility.

- Packages provide options for partner looking for larger value and larger impact
- Packages align with awareness, conversion and full funnel approach goals
- Options provide more local marketing focus as well as supports the Wyoming businesses and media
- Campaign is built around utilizing BVK-provided templates and creative

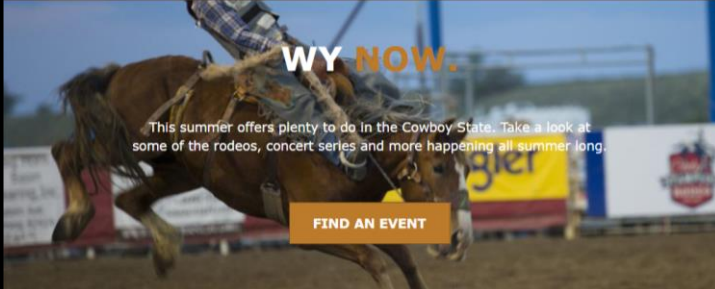


Newsletter






PLACES TO GO
THINGS TO DO
PLAN YOUR TRIP



WY NOW.

This summer offers plenty to do in the Cowboy State. Take a look at some of the rodeos, concert series and more happening all summer long.

[FIND AN EVENT](#)




Dubois Friday Night Rodeos

July 3-August 21

See bullriding, bronc riding on bucking horses, team roping, barrel racing, rodeo clowns and calf roping at this family fun event.

[EXPLORE NOW](#)




Concerts in the Park - Rock Springs

June 10-August 22

Enjoy free evening concerts every Wednesday night at Bunning Park.

[EXPLORE NOW](#)




Carissa Gold Mine Tour - South Pass City

June 20-September 6

Step back in time with this old gold mine mill tour. See the pits & shafts where miners labored, then follow the transformation of the ugly grey rock into gold. Reservations and face coverings are required.

[EXPLORE NOW](#)



The Big Horn REA Summer Concert Series - Antelope Butte

July 18, August 8, & 29, 2020

Head over to Antelope Butte Mountain Recreation Area for live music from some of the area's finest musicians. Concerts are limited to 250 attendees, and extra precautions will be taken to prevent the spread of Covid-19.

[EXPLORE NOW](#)

Summer Entertainment in Cody

Dan Miller's Cowboy Music Revue
May 29-September 26

The Cody Cattle Company
May 29-September 26

The Wild Bunch Gunfighters
June 15-September 26

Cody Nite Rodeo
June 20 - September 10

Concerts in the Park
July 9-August 27

[EXPLORE NOW](#)



WY Responsibly.

We look forward to welcoming you to Wyoming. During your visit, please continue to follow guidelines for protective measures against COVID-19 put out by the Centers for Disease Control and Prevention (CDC). These include washing hands frequently with soap and water, minimizing hand-to-face contact and maintaining a social distance of up to 6-feet from other people. Stay informed to minimize your risk, and the risk of others.

[STAY INFORMED](#)

FREE
VACATION GUIDE
[ORDER NOW](#)





CARES Act Relief – Office of Tourism

Submitted via Budget Office

- \$140,000 In-State Campaign
- \$275,000 PPE for Visitor Information Center

The U.S. Department of Treasury [issued new FAQs](#) on June 24, 2020 for the Coronavirus Relief Fund (CRF), which clarify that state and local governments may use CRF funds for expenses to re-market convention facilities and the tourism industry.

Guidance in the FAQ indicates:

- State and local governments may provide CRF funding to DMOs (Destination Marketing Organization) for activities related to COVID-19 response.
- State or local governments may provide CRF for things such as "expenses incurred to publicize the resumption of activities and steps taken to ensure a safe experience...due to the public health emergency."





That's WY™

Diane Shober

Executive Director

Wyoming Office of Tourism

5611 High Plains Road, Cheyenne, WY 82007

307-777-2808 office ♦ 307-214-3741 cell

diane.shober@wyo.gov

